

Message Text

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FOR COMMERCE

E. O. 11652: N/A

TAGS: BTRA GW

SUBJ: FOREIGN BUYERS PROGRAM - INTELCOM 1977, ATLANTA, GA

IN CONSULTATION WITH EMBASSY AND UNDER THE CCP FOR GERMANY, STUTTGART HAS TAKEN ON COUNTRY-WIDE PROMOTION OF THE OCTOBER 1977 (OCTOBER 9-15) INTELCOM SHOW IN ATLANTA, GEORGIA.

WE HOPE TO ASSEMBLE A GROUP OF AT LEAST 30, HOPEFULLY MORE, GERMAN BUYERS AND ONE ESCORT FROM THE CONSULATE GENERAL. WE HAVE BEGUN ARRANGEMENTS WITH PANAM AND COOKS FOR AN INCLUSIVE ABC TOUR. BEFORE BEGINNING ACTIVE PROMOTION OF THE SHOW WE WOULD APPRECIATE THE FOLLOWING INFORMATION:

A. WE HAVE TENTATIVELY SET THE TIME IN ATLANTA FROM OCTOBER 9-12 (SUNDAY THROUGH WEDNESDAY) WITH WORKING DAYS AT THE SHOW OCTOBER 10-12. WOULD THESE BE THE BEST DAYS FOR A GROUP OF GERMAN BUYERS, OR ARE THERE EVENTS OF PARTICULAR INTEREST ON OPENING DAY OR LATER IN THE SHOW WHICH WOULD SUGGEST A CHANGE IN SCHEDULE?

B. WHAT IS THE SCHEDULE, LOCATION AND DURATION FOR ASSOCIATED PLANT VISITS? WHAT WILL ADDITIONAL CHARGES AND TRANSPORTATION BE?

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C. WHAT WILL BE THE EXTENT OF DOC'S FACILITIES AND PERSONNEL FOR THE SHOW?

D. IS THERE A RESTRICTION ON HOTEL SPACE DURING THE SHOW? IS BLOCK BOOKING AVAILABLE THROUGH THE SHOW'S ORGANIZERS?

E. IS THERE A LIST AVAILABLE OF GERMAN EXHIBITORS AND VISI-

TORS ALREADY REGISTERED WITH THE SHOW? ARE THERE LISTS OF GERMAN ATTENDEES AVAILABLE FROM PREVIOUSLY HELD INTELCOMS OR SIMILAR SHOWS, INCLUDING HORIZON HOUSE'S 1975 GENEVA TELECOM SHOW?

F. WHERE IN ATLANTA WILL INTELCOM BE LOCATED? ARE HOTELS CONVENIENT?

G. IS ADDITIONAL SUPPORT AND INFORMATION (BROCHURES, TOURS, ETC.) AVAILABLE FROM THE GEORGIA STATE TOURIST OFFICE?

2. IN ORDER TO BEGIN ACTIVE COUNTRY-WIDE PROMOTION IT IS ESSENTIAL THAT WE RECEIVE 1,500 INTELCOM BROCHURES AND WHATEVER ADDITIONAL INFORMATION MAY BE AVAILABLE IN GERMAN AS SOON AS POSSIBLE. PLEASE ADVISE.

3. WE WOULD ALSO APPRECIATE ANY SUGGESTIONS TO HELP INSURE A SUCCESSFUL PROMOTION.
JENKINS

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